

2018 North Carolina Ag Export Seminar

Hosted by the
North Carolina Department of Agriculture & Consumer Services, International Marketing
Koury Convention Center
at Sheraton Greensboro Four Seasons
3121 High Point Road
Greensboro, N.C. 27407

DRAFT AGENDA

Thursday, May 24th, 2018

Day 1 - Leadership Overview and Resources

7:00—8:30 a.m. – Registration and Exhibitor set up

8:30—8:45 a.m. – Introductory Remarks: Peter Thornton, Director of International Marketing, North Carolina Department of Agriculture & Consumer Services

8:45—9:15 a.m. – Welcome speaker: Commissioner Steve Troxler, North Carolina Commissioner of Agriculture

9:15—9:45 a.m. - Exports and resources: Peter Thornton, Director of International Marketing, North Carolina Department of Agriculture & Consumer Services

9:45—10:15 a.m. - Break

10:15—11:15 a.m. - Panel Discussion on Export Resources
North Carolina Department of Agriculture & Consumer Services
Economic Development Partnership of North Carolina
North Carolina Small Business & Technology Development Center
Southern United States Trade Association-SUSTA
U.S. Commercial Service

11:15—12:00 p.m. - Strategic Overview: Euromonitor

12:00—1:15 p.m. – Lunch with Keynote Speaker: Global Trade Outlook

1:15—1:30 p.m. – Break

1:30—2:15 p.m. – Market Briefing: Europe

2:15—3:00 p.m. – Market Briefing: Canada

3:00—3:15 p.m. – Break

3:15—4:00 p.m. – Market Briefing: China

4:00—4:45 p.m. – Market Briefing: South America/Caribbean

5:30—7:00 p.m. – Reception

Friday, May 25th, 2018
Day 2 – Skills and Strategy

7:00—8:00 a.m. – Continental Breakfast with Exhibitors

8:00—9:00 a.m. - Panel Discussion on How to Start to Exporting
Presenters from Industry: *Produce, Processed Foods, Beverage, Wood, etc.*

9:00—9:30 a.m. - Break

9:30—11:00 a.m. - Breakout sessions (Round 1)

- **Export Documentation:** U.S.D.A. APHIS, U.S.D.A. Plant Protection and Quarantine, etc.
- **Export Logistics:** Kuehne & Nagel Inc, Maersk Shipping, etc.
- **Export Finance:** Export Import Bank, Small Business Administration, etc.
- **Trade Support:** Economic Development Partnership of N.C., U.S. Commercial Service, N.C. Small Business & Technology Development Center, and Southern U.S. Trade Association

11:00 – 11:15 a.m. – Break

11:15—12:45 p.m. - Breakout sessions (Round 2)

- **Export Documentation:** U.S.D.A. APHIS, U.S.D.A. Plant Protection and Quarantine, etc.
- **Export Logistics:** Kuehne & Nagel Inc, Maersk Shipping, etc.
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